

THE CONAFAY GROUP

GOVERNMENT RELATIONS ● SCIENTIFIC PERSPECTIVE



MARILY H. RHUDY

Executive Vice President

908.337.2343

mrhudy@conafaygroup.com

Marily H. Rhudy has more than 25 years of professional experience in the pharmaceutical industry, managing high impact public affairs initiatives and corporate communications activities for a Fortune 200 Company.

For fifteen years, Ms. Rhudy led the corporate public affairs function at then-Wyeth in Madison, N.J. She served as senior vice president of public affairs for Wyeth with responsibility for state, federal and international government affairs; corporate communications, including brand management, crisis and media relations; community relations; and strategic philanthropy. She established a record of developing integrated communications programs that enhanced company reputation, focused corporate giving on strategic company goals and measurably improved media coverage. Her responsibilities also included leading the company's advocacy with trade associations like the Pharmaceutical Research and Manufacturers of America (PhRMA) and the Biotechnology Industry Organization (BIO). She served on the Wyeth Management and Operations Committee, the senior governing body for the company, reporting to the company's chairman and CEO. Her public affairs staff included 100 professionals.

After retiring from Wyeth in 2008, Ms. Rhudy launched a public affairs consulting practice. Her clients included Talecris Biotherapeutics, headquartered in Research Triangle Park, N.C., and Becton, Dickinson and Company of Franklin Lakes, N.J. For Talecris, Ms. Rhudy established the corporate public affairs function, leading its communications, public policy and state and federal government affairs efforts.

Over a ten-year period, Ms. Rhudy served as chairman of the board, president, treasurer and trustee of the American Pharmaceutical Association, a Washington, D.C.-based professional membership organization representing 60,000 pharmacists and pharmaceutical scientists. Prior to her position at Wyeth, Ms. Rhudy was appointed by the President to serve on the White House Task Force on Health Care Reform in 1993.

Ms. Rhudy graduated from the University of Kansas with a bachelor's degree in pharmacy, and was named a distinguished alumna in 1998. She was subsequently inducted into the University of Kansas Women's Hall of Fame in 2014.

